| Rep Order# EC'd Yes Station K: Advertiser Product Estimate# Buyer Phone# Fax# | 68608 (NV-TV) (PAT M. 1966 Sarah La | 149 Ver# 3 Mo LAS VEGAS, NV. PATRIOT MAJORITY US AJORITY USA EVENE | Mod# 0 | Agency () 3050 K S WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks | Traffic () WATER 3050 K ST NW WASHINGTON, WP1/P2/E 84/9 es 10/04/ eks | 107, 007 | 430 Prin Last Received: 10/ Showing Buylines: All Lines RATEGIES 2/2012 | 03/2012 17 03/2012 17 Rep Firm Sales Offit Salesperso Salesperso Salesperso | ' III "X | 7:47 P 215- 215- | 3LPH CCRE 8-654 |
|--|---|--|--------------------------|---|--|-------------|---|---|-----------------|------------------------|-----------------------|
| - CONTRAC | T COMMENT - | 1 | | | | | | | į | | |
| LT Ln | Day | Time | Program | | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | al Total Cost ts |
| 1 | TH-F | 6A-7A | WAKE UP WITH THE WAGNERS | NERS | :30 | \$1,000.00 | 10/04-10/12 | 0 | 0 | 0 | \$0.00 |
| N | SA | 7A-9A | SATURDAY TODAY | | :30 | \$900.00 | 10/06-10/06 | Н | H | ь | \$900.00 |
| ω | TH-F,M-W | 7A-9A | TODAY SHOW | | :30 | \$1,900.00 | 10/04-10/10 | ω | Н | СО | \$15,200.00 |
| .42 | TH-F,M-W | 12P-1230P | OP NEWS 3 AT NOON | | :30 | \$500.00 | 10/04-10/10 | N | ப | 2 | \$1,000.00 |
| σ | TH-E, M-W | 1230P-1P | NEWS 4: THE AGENDA | | :30 | \$325.00 | 10/04-10/10 | ω | ₽ | w | \$975.00 |
| ō١ | SA-SU | 9A-930A | NEWS 3 TODAY/WKEND | | :30 | \$750.00 | 16/06-10/07 | ı | ļ i | 1 | \$750.00 |
| 7 | TH-F,M-W | 11A-12P | RACHEL RAY | | :30 | \$500.00 | 10/04-10/10 | ω | ь | ω | \$1,500.00 |
| œ | TH-E,M-W | 2P-3P | THE DOCTORS | | :30 | \$325.00 | 10/04-10/10 | ω | Н | ω | \$975.00 |
| vo | TH-F, M-W | 3P-4P | DR. PHIL | | :30 | \$600.00 | 10/04-10/10 | ω | ш | ω | \$1,800.00 |
| 10 | TH-F,M-W | 4P-430P | FIRST NEWS 3 AT FOUR | | :30 | 30.000\$ | 10/04-10/10 | N | щ | N | \$1,800.00 |
| 11 | TH-F,M-W | 430P-5P | NEWS 4 AT 430P | | :30 | 00.000\$ | 10/04-10/10 | N | ٢ | N | \$1,800.00 |
| 12 | TH-F,M-W | 5P-630P | EARLY NEWS | | : 30 | \$1,800.00 | 10/04-10/10 | (J | Н | ហ | \$9,000.00 |
| 13 | SA | 630P-730P | JEOPARDY/WHEEL OF | FORTUNE | :30 | \$525.00 | 10/06-10/06 | щ | ㅂ | ₽ | \$525.00 |
| 1 4 | TH-F,M-W | 630P-730P | JEOPARDY/WHEEL OF | FORTUNE | :30 | \$1,700.00 | 10/04-10/10 | ເກ | H | ហ | \$8,500.00 |
| | | | | | | | | | | _ | |

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| Rep Order# EC'd Yes | Station Advertiser Product Estimate# Buyer Phone# | Fax# LT In | l | 16 | 17 | 18 | 19 | 2 | 21 | . 22 | 2 | N | 2 | 2 | 2 | 2 | 29 |
|---|---|---------------------|---|-------------|-------------|---------------------|--------------------|---------------------|--------------------|-------------------|-------------|------------------|-------------|-------------|-------------|-------------------|----|
| | | | 15 | | | | | 20] | | | 23 1 | 24 | 25 | 26 | 27 1 | 28 | |
| 6860849 | INV-TV LAS VEGAS, ().PATRIOT MAPAT MAJORITY USA 1966 Sarah Levene | Day | W | ĸ | TU | TH | SA | TH-F,M-W | TH-F,M-W | SU | TH-F | TH-F | TH-F | TH-E | 丁H-F | TH-F | |
| Ver# | KSNV-TV LAS VEGAS, NV. · () PATRIOT MAJORITY US PAT MAJORITY USA 1966 Sarah Levene | Time | 9 P - 4 0 P - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | 401-48 | 10P-11P | 9P-10P | 11P-1135P | 1135P- 1235A | 11P-1135P | 530P-830P | 7A-9A | 12P-1230P | 2P-3P | 3P-4P | 5P-630P | 630P-730P | |
| 3 Mod# 0 Status | RITY US | Program | LAW AND ORDER SVU | THE VOICE | PARENTHOOD | THE OFFICE/ PARKS & | P NEWS 3 NIGHTSIDE | TONIGHT SHOW W/ JAY | P NEWS 3 NIGHTSIDE | SUN NT FB: SD @ N | TODAY SHOW | P NEWS 3 AT NOON | THE DOCTORS | DR. PHIL | EARLY NEWS | JEOPARDY/WHEEL OF | |
| Confirmed | Agency () 3050 K S WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks | | | | | REC | | LENO | | ORLEANS | | | | | | FORTUNE | |
| Traffic | () WATER 3050 K ST NW WASHINGTON WAPP1/PZ/E 84 es 10/04 | Len | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | :30 | |
| Traffic Order# 107430 Shov | () WATERFRONT STRATEGIES 3050 K ST NW WASHINGTON, DC 20007 P1/P2/E 84/91/1966 es 10/04/2012 - 10/12/2012 seks | Rate | \$4,000.00 | \$4,000.00 | \$3,200.00 | \$3,200.00 | \$1,400.00 | \$750.00 | \$1,400.00 | \$14,000.00 | \$1,900.00 | \$500.00 | \$325.00 | \$600.00 | \$1,800.00 | \$1,700.00 | |
| Prin Last Received: 10/ Showing Buylines: All Lines | EGIES 2 | Dates | 10/10-10/10 | 10/08-10/08 | 10/09-10/09 | 10/11-10/11 | 10/06-10/06 | 10/04-10/10 | 10/04-10/10 | 10/07-10/07 | 10/11-10/12 | 10/11-10/12 | 10/11-10/12 | 10/11-10/12 | 10/11-10/12 | 10/11-10/12 | |
| Printed: 10/03/201 1 Lines | Rep Firm Sales Offi Salesperso Salesperso Salesperso | Spots/Week | н | 0 | н | н | Н | w | 8 | Н | 2 | Н | | ļmi | ш | Ь | |
| Printed: 10/04/2012 7:47 PM 10/03/2012 12:12 PM nes | ce (on (on Phone# on FAX# | . ₹# i (i) | ᆈ | 0 | Н | Н | Ь | بر | Ц | щ | Н | ч | ш | Ъ | H | 낟 | |
| 2 7:47 P |) PHILA) AMY 1 215- 215- | Total | , | 0 | н | Р | Ь | ω | N | ь | 8 | ц | Ь | ч | Ь | ь | ١ |
| K |) PHILADELPHIA) AMY MCCREARY & 21\$-568-6540 21\$-568-1845 | al Total Cost ts | \$4,000.00 | \$0.00 | \$3,200.00 | \$3,200.00 | \$1,400.00 | \$2,250.00 | \$2,800.00 | \$14,000.00 | \$3,800.00 | \$500.00 | \$325.00 | \$600.00 | \$1,800.00 | \$1,700.00 | |
| 2 of | | Day | | | | | | | | | | | | | | | |

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| | EC'd Yes | Rep Order# | |
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| | | 6860849 | |
| | | Ver# | |
| | | w | |
| | | Ver# 3 Mod# 0 Status Confirmed | |
| | | Status | |
| | | Confirmed | |
| Sho | | Traffic Order# 107430 | |
| Showing Buylines: All Lines | Last Received: | | |
| Lines | 10/03/2012 12:12 PM | Printed: | |
| | 12:12 PM | 10/04/2012 7:47 PM | |
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KSNV-TV LAS VEGAS, NV. ser ().PATRIOT MAJORITY US PAT MAJORITY USA Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency () WATERFRONT STRATEGIES 3050 K ST NW WASHINGTON, DC 20007 84/91/1966 Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

10/04/2012 - 10/12/2012

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

-REPORT TOTALS-

Phone#

Sarah Levene 1966

Fax# Buyer Estimate# Product

Station K Advertiser

Report Totals: 57 / \$85,700.00

-SALES MONTHLY TOTALS-

Station Totals: 57 / \$85,700.00 Sales Totals: 57 / \$85,700.00 Oct 12: 57 / \$85,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00 -COMPETITIVE-

EST SHARES —COMPETITIVE COMMENTS— Market Totals \$317,407 KTNV CATV XXXX % 22% KTUD KBLR p√0 o/₽ KINC KVCW % % KLAS KVMY ω 30%

KSNV

15% 27%

- CREDIT RISK -

Demos Books

RA35+ NOV12

CASH IN ADVANCE